

Objective

Retail automotive professional with knowledge of the entire dealership anatomy. Well versed in sales operations having held multiple posts including Internet Sales Director, Sales Manager, Inventory Manager and Finance Manager.

Skills

SEO, Reputation Management, Social Media Marketing, Social Media Marketing, Web Design, Online Marketing.

Work Experience

Internet Sales Director I

Rick Keffer Dodge Chrysler Jeep Ram - 2008 – 2020

- Revamped Internet Sales Department increasing sales by 1600%.
- Built both store and factory websites.
- Negotiated contracts with all third party vendors.
- Worked leads from receipt to delivery of vehicle.
- Responsible for all social media planning and execution.
- Ranked by Chrysler in top 6% in the country.
- Expert Certified with MVP recognition Ranked number one in sales in group size for entire district.

Internet Sales Director

Delta Corporation - 2008 – 2013

- Sell the appointments and get customers in the door Currently creating an actual "Internet Lead Process" Admin for DealerCentric or eLend Solutions, .
- General Motors Certified Internet Manager (CIM) Group level Floated between all 7 stores Worked on creating processes and making all internet .
- Handle all incoming New & Pre-Owned Leads Sell the appointments and get customers in the door Currently creating an actual "Internet Lead Process" .
- General Motors Certified Internet Manager (CIM) Admin for Contact at Once, customer engagement software used on website "Chatted" or Texted via .
- Received 800+ internet leads within 45 day period Listened to Sales phone-ups to ensure they were being handled properly more to come.
- Responsible for training and coaching the Internet and Sales Floor Consultants Continuously going to training and seminars to gain knowledge of the .
- One of a kind car dealership with both new and used vehicles to offer.

Education

B.S. in Education - 1988(Bloomsburg University - Bloomsburg, PA)